



DEPARTMENT OF HEALTH AND HUMAN SERVICES

Centers for Disease Control and Prevention

[30Day-21-1169]

Agency Forms Undergoing Paperwork Reduction Act Review

In accordance with the Paperwork Reduction Act of 1995, the Centers for Disease Control and Prevention (CDC) has submitted the information collection request titled "Development of CDC's Let's Stop HIV Together Social Marketing Campaign for Consumers" to the Office of Management and budget (OMB) for review and approval. CDC previously published a "Proposed Data Collection Submitted for Public Comment and Recommendations" notice on March 12, 2021 to obtain comments from the public and affected agencies. CDC did not receive comments related to the previous notice. This notice serves to allow an additional 30 days for public and affected agency comments.

CDC will accept all comments for this proposed information collection project. The Office of Management and Budget is particularly interested in comments that:

- (a) Evaluate whether the proposed collection of information is necessary for the proper performance of the functions of the agency, including whether the information will have practical utility;

- (b) Evaluate the accuracy of the agencies estimate of the burden of the proposed collection of information, including the validity of the methodology and assumptions used;
- (c) Enhance the quality, utility, and clarity of the information to be collected;
- (d) Minimize the burden of the collection of information on those who are to respond, including, through the use of appropriate automated, electronic, mechanical, or other technological collection techniques or other forms of information technology, e.g., permitting electronic submission of responses; and
- (e) Assess information collection costs.

To request additional information on the proposed project or to obtain a copy of the information collection plan and instruments, call (404) 639-7570. Comments and recommendations for the proposed information collection should be sent within 30 days of publication of this notice to www.reginfo.gov/public/do/PRAMain Find this particular information collection by selecting "Currently under 30-day Review - Open for Public Comments" or by using the search function. Direct written comments and/or suggestions regarding the items contained in this notice to the Attention: CDC Desk Officer, Office of Management and Budget, 725 17th Street, NW, Washington, DC 20503 or by fax to (202) 395-5806. Provide written comments within 30 days of notice publication.

Proposed Project

Development of CDC's Let's Stop HIV Together Social Marketing Campaign for Consumers - Reinstatement - National Center for HIV/AIDS, Viral Hepatitis, STD and TB Prevention (NCHHSTP), Centers for Disease Control and Prevention (CDC).

Background and Brief Description

To address the HIV epidemic in the U.S., the Department of Health and Human Services launched Ending the HIV Epidemic: A Plan for America, which is a cross-agency initiative aiming to reduce new HIV infections in the U.S. by 90% by 2030. CDC's Let's Stop HIV Together campaign (formerly known as Act Against AIDS) is part of the national Ending the HIV Epidemic initiative and includes resources aimed at reducing HIV stigma and promoting testing, prevention, and treatment across the HIV care continuum.

Within this context, CDC's Division of HIV/AIDS Prevention (DHAP) has and will continue implementing various communication initiatives to increase HIV awareness among the general public, reduce new HIV infections among disproportionately impacted populations, and improve health outcomes for people living with HIV/AIDS in the US and its territories. Specifically, the campaigns target consumers aged 18 to 64 years old and includes the following audiences: (1) General public; (2) Men who have sex with men; (3) Blacks/African Americans; (4)

Hispanics/Latinos; (5) Transgender individuals; (6) people who inject drugs; and (7) people with HIV (PWH).

The rounds of data collection include exploratory, message testing, concept testing, and materials testing. Information collected by DHAP will be used to assess consumers' informational needs about HIV testing, prevention, and treatment and pre-test campaign related messages, concepts, and materials and evaluate the extent to which the communication initiatives are reaching the target audiences and providing them with trusted HIV-related information. Data collections will include in-depth interviews, focus groups, brief surveys, and intercept interviews.

The data gathered under this request will be summarized in reports prepared for CDC by its contractor, such as quarterly and annual reports and topline reports that summarize results from each data collection. It is possible that data from this project will be published in peer-reviewed manuscripts or presented at conferences; the manuscripts and conference presentations may appear on the Internet.

The total estimated annualized burden hours are 1,856. Participation by respondents is voluntary, and there is no cost to participants other than their time.

Estimated Annualized Burden Hours

Type of Respondent	Form Name	Number of Respondents	Number of Responses per Respondent	Average Burden per Response (in Hours)
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Health care providers	Study screener	2,165	1	2/60
	Exploratory-HIV Testing In-depth Interview	50	1	1
	Exploratory-HIV Prevention In-depth Interview	52	1	1
	Exploratory-HIV Communication and Awareness In-depth Interview.	50	1	1
	Exploratory-HIV Prevention with Positives In-depth Interview.	50	1	1
	Message Testing In-depth Interview	50	1	1
	Concept Testing In-depth Interview	50	1	1
	Materials Testing In-depth Interview	50	1	1
	Exploratory-HIV Testing Focus Group	74	1	2
	Exploratory-HIV Prevention Focus Group	74	1	2
	Exploratory-HIV Communication and Awareness Focus Group	74	1	2
	Exploratory-HIV	74	1	2

	Prevention with Positives Focus Group			
	Concept Testing Focus Group	68	1	2
	Message Testing Focus Group	68	1	2
	Materials Testing Focus Group	68	1	2
	HIV Testing Survey	213	1	15/60
	HIV Prevention Survey	213	1	15/60
	HIV Communication and Awareness Survey	213	1	15/60
	HIV Prevention with Positives Survey	213	1	15/60
	Intercept Interview	657	1	20/60

Jeffrey M. Zirger,
*Lead,
Information Collection Review Office,
Office of Scientific Integrity,
Office of Science,
Centers for Disease Control and Prevention.*

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